

## Message Text

UNCLASSIFIED

PAGE 01 BUDAPE 01899 091444Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W  
-----100115Z 001933 /15

R 091035Z JUN 77  
FM AMEMBASSY BUDAPEST  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 8680  
AMEMBASSY SOFIA  
AMEMBASSY VIENNA

UNCLAS BUDAPEST 1899

USDOC FOR BEWT/TPD THOMPSON  
VIENNA FOR EWTC

E O 11652: NA  
TAGS: BEXP HU  
SUBJ: HERBICIDE TECHNICAL SALES SEMINAR

REF : BUDAPEST 1189

1. SUMMARY: SUBJECT SEMINAR HELD IN BUDAPEST JUNE 4-8. SEMINAR TEAM REACHED BUDAPEST MID-DAY JUNE 4, AND WAS MET ON ARRIVAL BY COMMERCIAL OFFICER. A BRIEFING OF ACTIVITIES AND COMPLETE PROGRAM WAS GIVEN TO PARTICIPANTS. ENTIRE PROGRAM TRANSPIRED WITHOUT A HITCH. END SUMMARY.

2. MONDAY, JUNE 6 -- FULL DAY SEMINAR PRESENTATIONS BY SIX PARTICIPATING COMPANIES. SEMINAR WAS ARRANGED BY MTESZ AND EXCEEDED EXPECTATIONS IN ALL RESPECTS. ATTENDANCE WAS 120 PERSONS WITH MEETING ROOM FILLED TO CAPACITY. PARTICIPANTS NOT SPEAKING WERE ASSISTED IN ARRANGING THEIR OWN APPOINTMENT SCHEDULES. MEETING BROKE AT 1700. CHARGE HOSTED WELL-ATTENDED RECEPTION AT HIS RESIDENCE.

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3. TUESDAY JUNE 7 -- BRIEFINGS AND DISCUSSIONS WITH REPRESENTATIVES OF HUNGARIAN CHEMICAL INDUSTRY WERE HELD AT HUNGARIAN CHAMBER OF COMMERCE. MEETING WAS CHAIRED BY MR GYORGI MOGYOROSI, CHIEF ENGINEER, TECHNICAL DEVELOPMENT DEPARTMENT, MINISTRY OF HEAVY INDUSTRIES. A COMPLETE OVERVIEW, INCLUDING MANY INSIGHTS NOT FOUND

IN CURRENT PLANS, WAS PRESENTED. IMPORTANT ADMINISTRATIVE CHANGES WITHIN HUNGARIAN CHEMICAL INDUSTRY WERE PREVIEWED AND EXPLAINED TO DELEGATION. ALL MEMBERS EXPRESSED COMPLETE SATISFACTION WITH MEETING.

1400 HOURS -- A BRIEFING WAS HELD AT PLANT PROTECTION AND AGROCHEMICAL CENTER AT MINISTRY OF AGRICULTURE AND FOOD HOSTED BY DR IMRE KOVACS, DIRECTOR. SEMINAR MEMBERS WERE ABLE TO DISCUSS THEIR INDIVIDUAL PRODUCTS AND POSSIBILITY OF INTRODUCING NEW PRODUCTS TO HUNGARIAN AGROCHEMICAL COMPLEX. SESSIONS ENDED AT 1700.

4. WEDNESDAY, JUNE 8, 0800 -- GROUP DEPARTED FOR MARTONVASAR AND VELENCE FOR FIELD TRIPS TO AGRICULTURAL RESEARCH INSTITUTE (MARTONVASAR) AND PLANT PROTECTION FARM OF FEJER COUNTY (VELENCE). SUBSTANTIVE DISCUSSION HELD WITH DIRECTOR OF BOTH INSTITUTES (DR SANDOR RAJKI AND MR GEZA MAJOR). AT SECOND STOP, PERHAPS IN SPIRIT OF HELSINKI, MEMBERS WERE PROVIDED WITH ENGLISH-LANGUAGE CHART ON "ORGANIZATIONAL STRUCTURE OF PLANT PROTECTION AND AGROCHEMICAL CENTER OF MINISTRY OF AGRICULTURE AND FOOD." OFFICIAL PROGRAM ENDED UPON RETURN TO BUDAPEST, THOUGH SEVERAL PARTICIPANTS REMAINED TO HAVE ADDITIONAL APPOINTMENTS.

5. CONCLUSION IS ONE OF A HIGHLY USEFUL SEMINAR. TEAM MEMBERS WERE ALL PLEASED AT HIGH LEVEL OF AUDIENCE ARRANGED BY EMBASSY AND FLAWLESSNESS OF PROGRAM.

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6. EMBASSY AWAITING FINAL BILLS FROM MTESZ, BUT COSTS WILL BE WITHIN BUDGET SUBMITTED REFTEL.  
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## Message Attributes

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**Review Markings:**  
Margaret P. Grafeld  
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